

Destination Marketing Association International's 95th Annual Convention Hosts 1000 in Atlanta

ATLANTA, GEORGIA (29 July 2009) – Destination Marketing Association International's 95th Annual Convention is hosting 1000 individuals in Atlanta. Nearly 700 destination marketing professionals, educators, students, and industry partners from over 275 destinations registered for the convention, held 28-30 July 2009 at the Hyatt Regency Atlanta in Atlanta, Georgia.

In addition, nearly 300 exhibitors and sponsors are participating. Over 100 exhibiting and sponsoring companies are featured on the sold out Business Exchange tradeshow floor, the exclusive tradeshow showcasing DMAI Allied Members, which are vendors and suppliers dedicated to serving the destination marketing community, and a growing part of DMAI's membership base.

Themed "Creating Champions for Destinations," the three-day convention is a one-stop-shop for educational seminars, product familiarization, and networking, with delegates from 16 countries in attendance. "This year's education focuses on the three most pressing issues facing the industry as revealed by the *2008 Futures Study*: relevancy, technology, and social responsibility," said Michael D. Gehrisch, DMAI president & CEO. "Taking an in-depth look at these three need areas will provide destination marketing professionals with the tools and resources needed for success in today's current economic climate – and for future success."

Convention highlights include:

- **Eric Weihenmayer** – The only blind man in history to reach the summit of the world's highest peak – Mount Everest – opens the convention by speaking about the importance of harnessing the power adversity, the importance of a "rope team", and the daily struggle to pursue your dreams. An accomplished athlete, author, and filmmaker, Weihenmayer shows that one does not have to have perfect eyesight to have extraordinary vision.
- An expert panel of forward-think DMO executives, led by DMAI Board Chair Maura Allen Gast, FCDME, share how their destinations are conducting strategic conversations and the various trends shaping their futures. The panel will also examine the long-term application of the *Futures Study* from a strategic planning perspective.
- **Roger Dow** – Leading industry advocate, Dow educates on how continued efforts toward industry unification and effective advocate policies can unleash travel and tourism's economic potential in all communities around the world.
- **Jim Gilmore** – Author of *The Experience Economy*, the book that spawned worldwide interest in experience design, customer management, and experiential marketing, shows how to take commoditized goods and services and create memorable events to engage customers.

Three senior-level education courses were also offered in conjunction with the convention, in the Certified Destination Management Executive (CDME) program, which sold out.

For more information, visit www.destinationmarketing.org.

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Destination Marketing Association International (DMAI) is the world's largest resource for official destination marketing organizations (DMOs). With offices in North America and Europe, DMAI is dedicated to improving the effectiveness of professionals from nearly 650 destination marketing organizations in over 30 countries. DMAI's membership represents more than 2600 DMO professionals, students, educators, and industry vendors and partners. Providing cutting-edge educational resources, networking opportunities and marketing benefits, the association has worked to enhance the professionalism, effectiveness and image of DMOs since 1914.

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Daniel Fenton Begins Term as DMAI Chair

ATLANTA, GA (29 July 2009) – Daniel Fenton, CEO of Team San Jose in California, has been elected Chair of the Board of Directors of Destination Marketing Association International (DMAI). Fenton's term begins at the 95th Annual Convention held in Atlanta, Georgia, 28-30 July 2009.

DMAI is the world's largest association for destination marketing organizations (DMOs). With offices in North America and Europe, DMAI is dedicated to improving the effectiveness of destination marketing organizations worldwide.

As CEO of Team San Jose, Fenton has guided the organization through unprecedented growth, market diversification, and a shifting economic climate. His leadership was essential in the creation of the innovative Team San Jose Model, a unique partnership between the arts, hotel, labor, and business communities that provides renowned seamless "one team" event service for meeting planners that was awarded sweeping responsibility for the San Jose tourism industry. Over the past five years, Team San Jose has become a major economic driver in Silicon Valley, evolving into a US\$20 million company with more than 300 employees.

He has been an active DMAI member for 12 years, contributing time to DMO resource development and industry initiatives including the DMAI Executive Committee, DMAI-IAAM Liaison Group, the Futures Study Task Force, MINT Committee, and DMAI/TIA Task Force. He has assisted in the development of an industry whitepaper, in which he challenged DMOs to go beyond logistics management and serve as strategic partners, helping clients achieve their meeting goals.

"Dan has shown immense commitment to the industry and to DMAI throughout his career," said Michael D. Gehrisch, president & CEO of DMAI. "We look forward to sharing in his innovative and fresh ideas to invigorate the association in the coming year."

"I'm really looking forward to working with an incredible team of staff and volunteer leaders to help take DMAI to a new level of leadership," said Fenton. "During my tenure I am committed driving the concept that national partnerships between key industries are vital to DMAI members. I will encourage partners such as arts, hotel chains, and organized labor to work with DMAI to elevate the meeting industry's profile and make seamless customer service a nationwide priority for the benefit of meeting planners.

"For example, by having national hotel brands require all their general managers to become more engaged with their local DMOs, the DMO's effectiveness will be vastly increased. This helps out members better position themselves in their communities, which will strengthen our industry as a whole."

Fenton will also focus this year on positioning DMAI as an industry leader by raising its profile as an advocate for members and rethinking its message. He will guide DMAI's US\$4 million campaign to generate real outcomes for members, raise its public affairs profile, increase social responsibility initiatives and increase technology advancements that makes vital information exchange easier with members.

Recognized as one of the top 25 most influential people in the meetings industry by *Meeting News*, Fenton has earned a national reputation as a tourism innovator through his leadership in creating the Team San Jose model.

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Destination Marketing Association International Announces 2009-10 Board of Directors

ATLANTA, GA (29 July 2009) – Destination Marketing Association International announced the 2009-10 Board of Directors during its 95th Annual Convention, 28-30 July, in Atlanta, Georgia. “I am privileged to work with such a savvy and engaged group of leaders,” said Dan Fenton, 2009-10 Board Chair. “I am committed to driving our key initiatives with you. This is a challenging time for our industry, and we need to work together to create opportunities for making DMAI and our industry stronger.”

Both the incoming and outgoing Board of Directors will be recognized at the General Session in Atlanta on 30 July 2008. The following officers of the DMAI Board of Directors were previously elected and are up for ratification:

Incoming Officers:

- Daniel Fenton, Team San Jose, CA USA (Chair)
- J. Stephen Perry, New Orleans Metropolitan CVB, Inc., LA USA (Chair-Elect)
- Kevin Kane, Memphis CVB, TN USA (Secretary/Treasurer)
- Maura Allen Gast, FCDME, Irving CVB, TX USA (Immediate Past-Chair)

Incoming Directors:

- Scott Beck, Salt Lake CVB, UT USA
- Kenneth J. Fischang, Sonoma County Tourism Bureau, CA USA
- Joseph Marinelli, Savannah Area CVB, GA USA
- Timothy M. Schneider, Schneider Publishing Company, Inc., CA USA (Foundation Chair-Elect)
- Suzann Stewart, CAE, Tulsa CVB, OK USA
- Jeffrey S. Vasser, CHA, Atlantic City CVA, NJ USA

Continuing Directors:

- Fran Bolson, CDME, Woodfield Chicago Northwest CB, IL USA
- Mike Butts, CDME, Visit Charlotte, NC USA
- Tom Caradonio, Northern Kentucky CVB, KY USA
- Eduardo Chaillo, CMP, CMM, Mexico Tourism Board, Mexico
- Newton Collinson, III, Collinson Publishing, GA USA (Chair, Allied Member Advisory Council)
- Joe D'Alessandro, San Francisco CVB, CA USA
- David DuBois, CMP, CAE, Fort Worth CVB, TX USA
- Al Hutchinson, Virginia Beach CVB, VA USA
- Phillip Jones, Dallas CVB, TX USA
- Pamela Laite, Tourism Toronto, ON Canada
- Caleb K. Miles, CVB, Pinehurst, Southern Pines, Aberdeen Area, NC USA
- Ellen Oppenheim, Reno-Sparks CVA, NV USA
- Martha J. Sheridan, CMP, Providence Warwick CVB, RI USA
- Paul Vallee, Tourism Vancouver, BC Canada
- Charles-Eric Vilain XIII, Lille Convention Bureau, France (Chair, European Advisory Council)

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empowerMINT.com provides exclusive meeting planner access to it's post-event reporting database

ATLANTA, GEORGIA (29 July 2009) – Destination Marketing Association International (DMAI) today announces it has opened a portion of its newly released online meetings information platform, empowerMINT.com, to meeting professionals. The beta phase allows planners a first look at this powerful online tool that simplifies the researching, distribution, and selection of destinations, hotels, and meeting venues for planners.

Planners are able to become registered users and, for the first time, access bookings and post event reporting (PER), as well as manage and update their profile. "This marks the first time in our association's history that we've opened up the meetings database to a population other than DMOs," explains Christine Shimasaki, CDME, CMP, DMAI's managing director of empowerMINT.com. "Giving planners access to their own area of the system creates a more comprehensive and accurate database while giving them premium access to hotel and venue special offers for their next meeting."

With more than 45,000 unique meetings housed in the historical database, and destination content being added daily by the more than 100 destinations, meeting professionals can validate or comment on their meeting's PER. At the same time, they will be able to create new meeting profiles and request for proposals (RFP).

The empowerMINT.com destination sales and marketing system provides the platform the ability to create a DMO sales network for the destination marketing industry, better meeting the needs of a growing online meeting and convention planning marketplace.

"It's great strategic thinking in bringing MINT into the twenty-first century," said Jack Ferguson, executive vice president at the Philadelphia Convention & Visitors Bureau. "Revamping this powerful, historic database to become empowerMINT.com — the connecting source between destinations and meeting planners — will be hallmark. DMAI reaching out now to its members and their customers to refine its features ensures benefits for all users. When empowerMINT.com becomes 'the industry tool' after its launch and users experience its power and connectivity - everyone wins!"

empowerMINT.com streamlines the selection process by providing planners direct access to a network of the best meeting destinations around. The platform's robust search engine enables planners to shop for premier meeting deals including special incentives, open dates, space and group rates, which are being updated and added to on a daily basis.

"It's great to see DMAI champion a customer centric tool, bringing the customer relationship and historical database to the forefront," said Gregg Talley, president of Talley Management Group, Inc. "DMAI is well positioned to be the trusted source for online search, value offers, and meeting profiles and histories, which will facilitate more intelligent prospecting and more accurate histories for the industry."

empowerMINT.com is funded by a Destination & Travel Foundation grant through the *Destination Excellence* campaign, a capital campaign launched to provide destination marketing organizations with vital tools and resources in the critically important areas of relevancy, technology, and social responsibility.

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Destination Marketing Association International Increases Global Visibility

ATLANTA, GA (29 July 2009) – The European office of Destination Marketing Association International (DMAI) continues to focus on expanding the association's presence in Europe. Headed by managing director Kristina T'Seyen, the office oversees the professional development, education, accreditation programs, and membership enhancement for industry professionals, educators, and students throughout Europe. Team members also increase the association's visibility throughout the region by participating in industry conferences and events.

Expanding education

The second annual Leadership Forum – Europe was held in Stockholm, Sweden, 16-18 October 2008. Exclusively for CEOs, presidents, and executive directors of destination marketing organizations (DMOs), tourist boards and tourism councils from Europe, this forum provides attendees with vital knowledge on crucial issues affecting the global tourism and meetings industry, as well as practical solutions for attracting new business to their destinations. The next Leadership Forum – Europe will be held in Glasgow, Scotland, 14-16 October 2009.

DMAI successfully held its Destination Sales Training program in both Brussels and Woodland Grange C.C. Packed with results-oriented education, two additional courses of this interactive program have been added to the 2009 education lineup and will take place in Belgrade, Serbia (22-25 September) and Dubai, United Arab Emirates (5-8 October).

Growing industry participation

DMAI was invited to join the Joint Meetings Industry Council (JMIC), headquartered in Brussels, Belgium, placing the association in the respected ranks of seven top international meetings industry organizations. JMIC membership is recognized internationally as a meeting industry gold standard.

DMAI hosted education sessions at several international conferences, including the European Meetings Industry Fair (EMIF) in Brussels, Belgium and IMEX 2009 in Frankfurt, Germany. The sessions educated attendees on the Destination Marketing Accreditation Program (DMAP), harnessing the relationship between destination marketing corporations (DMCs) and DMOs, and giving DMOs a competitive edge. DMAI plans to host several seminars at the Second Conference of Latin American CVBs in Uberlandia, Brazil. Representatives of DMAI were also present at EIBTM in Barcelona; ICCA Congress & Exhibition in Canada; and International Confex in London.

Looking ahead

DMAI will launch Destination Pro, a joint education program with European Cities Marketing (ECM) designed specifically for destination marketing professionals. The program, sponsored by IMEX, elevates industry excellence through educational and hands-on training, and symbolizes the partnerships that DMAI strives to build with other tourism industry organizations.

Led by new Chair Charles-Eric Vilain XIII, Lille Convention Bureau, the European Advisory Council will continue to provide guidance and direction for strengthening the association's brand on a global level.

"In the next year, our goal is continued membership growth and involvement and increased delivery of education and resources," said Sandi Talley, CMP, senior vice president of business development and membership at DMAI. "With the accreditation of our first two European DMOs, Lille Convention Bureau and Meeting in Brugge, we will work to firmly establish accreditation in Europe as well as begin our outreach into other parts of the world."

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Destination Marketing Accreditation Program Resonates on Local, Global Levels

First European, Non-North American DMOs earn Accreditation

ATLANTA, GA (29 July 2009) – The Destination Marketing Accreditation Program (DMAP) has marked a year of significant growth and increased visibility in 2009, with 93 destination marketing organizations (DMOs) currently holding accreditation since its launch in 2007. Developed by DMAI, the accreditation program is designed to recognize organizations that meet or exceed industry standards, distinguishing those official destination marketing organizations that are committed to industry excellence.

"Being accredited assures members of the local DMO, local government officials, visitors and business partners that their trust is well-placed in the DMO," remarked Michael D. Gehrisch, president and CEO of DMAI. "It assures these groups that the city's tourism business is in good hands." DMOs applying for accreditation must complete 54 mandatory standards and 33 voluntary standards to show evidence of compliance.

With the application process taking upwards of 50 hours to complete prior to being assessed by an independent board, accredited DMOs are finding the rigorous process well worth the effort. DMAP accreditation has been growing in resonance with important community and state leaders, and is proving invaluable for accredited DMOs when justifying their relevance to local stakeholders. In 2008, DMAP accredited Newport Beach CVB received public commendation from its mayor as well as a Congressional Proclamation from U.S. Congressman John Campbell on their accreditation.

"Both documents hang in our boardroom next to the accreditation certificate from DMAI," said Gary Sherwin, CDME, president and CEO, Newport Beach CVB. "More DMOs need to do this. Our discussions with the city council on our new contract are much more productive already."

Along with accrediting its largest group in a single cycle, a total of 17 DMOs, DMAP achieved this year another significant milestone in its efforts to increase its global recognition. The Lille Convention Bureau (France) and Meeting in Brugge (Belgium) hold the distinction of being the both first non-North American and European DMOs to earn accreditation.

"Being accredited displays proof of our professionalism towards our stakeholders and clients, and is a great motivation for our team," said Charles-Eric Vilain XIII, managing director of the Lille Convention Bureau. "Going through the process brought us new measurement tools and made us think differently. We implemented a technology plan as well as a crisis communication plan. Thanks to the accreditation, we convinced our stakeholders to increase our annual budget and to hire three extra people."

Accredited DMOs can now be found throughout North America and Europe. "The growth of the DMAP program reinforces that accreditation is the global seal of excellence for DMOs, and signifies the growing value of the program to the destination marketing industry," said Gehrisch.

DMAP applications are accepted three times per year through an online application process. Up to 75 applications are accepted per year.

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Twenty-two Destination Marketing Professionals Receive Certified Destination Marketing Executive Designations

ATLANTA, GA (29 July 2009) – Twenty-two industry professionals have earned the Certified Destination Management Executive (CDME) designation. These individuals were recognized during the Destination Marketing Association International (DMAI) 95th Annual Convention in Atlanta, Georgia on 29 July 2009.

“The CDME program is recognized by the industry as the highest educational achievement for destination management professionals. The achievement of these CDME graduates is outstanding, and requires a significant commitment in time and resources,” said Doug Price, CMP, DMAI senior vice president of professional development.

The CDME program is an advanced educational program designed to prepare senior DMO executives and managers for increasing change and competition and to become more effective organizational and industry leaders. The program focuses on vision, leadership, productivity and implementing business strategies. Over 150 destination marketing professionals have achieved the CDME designation with more than 500 participants currently enrolled in the program.

The 2009 CDME recipients are:

- Michael Applegate, CDME, Director of Research, Visit Charlotte
- Tim Aylsworth, CDME, Vice President of Sales, Newport Beach CVB
- Cleo Battle, CDME, Vice President of Sales & Services, Richmond Metropolitan CVB
- Alison Best, CDME, Director of Sales & Services, Santa Monica CVB
- Tamera Brown, CDME, Vice President, Marketing, Positively Cleveland
- Karen Case, CDME, Director of Administration, Austin CVB
- Michel Couturier, CDME, President, Marketing Challenges International
- Gretchen Hall, CDME, Director of Merchandising & Communications, Little Rock CVB
- Mark Hecquet, CDME, Executive Director, Butler County VB
- Jeanna Hofmeister, CDME, CTA, Vice President & Director of Destination Marketing, Spokane Regional CVB
- Tim Hyland, CDME, Vice President, Operations & Development, Greater Madison CVB
- Patrick Lynch, CDME, CMP, CHSP, Executive Director, Destination Worcester
- Dana Maugans, CDME, Director of Sales, Springfield (MO) CVB
- Deborah Meihls, CDME, CMP, CHME, CTC, Director of Advertising, Visit St. Petersburg/Clearwater CVB
- Peggy Seigler, CDME, Vice President of Sales, Augusta CVB
- Loretta Shaffer, CDME, Director of Marketing & Internet, Beaches of South Walton Tourist Development Council
- Susan Sutton, CDME, Executive Director, Virginia City Convention & Tourism Authority
- Dennis Tracy, CDME, Director, Sales & Marketing, Little Rock CVB
- Richard Vaughan, CDME, CTA, Senior Vice President, Sales & Marketing, Metropolitan Tucson CVB
- Sherry Watson, CDME, Marketing Manager, Harrison County Indiana CVB
- Kelly Wells, CDME, Vice President of Tourism, Shreveport-Bossier CTB
- Josh Winston, CDME, Tourism Sales Manager, Greater Fort Lauderdale CVB

For more information, visit www.destinationmarketing.org.

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Destination Marketing Association International recognizes industry leaders, innovators as Destination Champions

ATLANTA, GEORGIA (29 July 2009) – Destination Marketing Association International (DMAI) recognized more than thirty destination marketing industry professionals and organizations as Destination Champions during the association's 95th Annual Convention in Atlanta, Georgia, held 28-30 July.

Over the months leading up to the convention, themed Creating Champions for Destinations, the association invited its members – destination marketing organizations (DMOs), industry vendors, students, educators, and state and regional DMO associations – to submit stories of leading individuals in their communities whose efforts have greatly contributed to the success of their destinations and of their local DMOs.

“These Destination Champions are the shining examples of the heart, soul, and energy of their destinations,” said Michael D. Gehrish, president and CEO of DMAI. “Destination marketers love their jobs, their communities, and their destinations, and they have unique, energetic ways to show their commitment to the success of their destinations. The champions we’ve highlighted at the convention are just a few of the many in our industry; it is our hope that these stories will inspire others to champion their destinations.”

The stories were highlighted during the Tuesday opening general session with a video depicting four stories about Fayetteville, North Carolina; Poland; Spokane, Washington; and Toronto, Ontario. More than thirty stories and photos were showcased in a Hall of Champions outside of the general session room, a central area of convention traffic.

The champion stories' subjects covered various topics in destination marketing and management, including: destination and tourism development, social responsibility, environmental practices, exemplary leadership, unique marketing techniques, relevancy and advocacy, customer service and partnerships. “These stories are as varied and unique as our members,” commented Maura Allen Gast, FCDME, DMAI's 2008-09 board chair and executive director of the Irving CVB in Texas. “In every one of these champions, we can be inspired by the passionate innovation, foresight, and cooperation each represents. They exemplify in every way why what we do for our communities means far more than just providing information.”

The Hall, made possible by the Destination & Travel Foundation, was a permanent fixture throughout the convention, allowing attendees to browse the colorful panels at their leisure. The panels also showcased the donors and themes of the *Destination Excellence* campaign, a Foundation initiative to raise monies for industry research, grants, and projects focused on industry relevance, social responsibility, and technology.

The Destination Champions stories and supporting resource documents, such as presentations, marketing materials and articles, are housed in myDMAI (<http://mydmai.destinationmarketing.org>), the association's members-only social media portal for industry information. The knowledge base library section dedicated to the champion stories serves as a useful resource for destination marketing professionals to use in the development and successful management of programs in their communities.

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The Destination Champions are:

Alpharetta CVB, Champion of Maximizing Reach

Paul M. Cramer, Athens, Georgia, Champion of Tourism & Workforce Development

Jeffrey Vasser, Atlantic City CVA, Champion of Establishing Relevancy

Loretta Shaffer, Beaches of South Walton TDC, Champion of Interactive Branding

Tim Newman, Visit Charlotte, Champion of the Green Team Approach

Terry Sullivan, Experience Colorado Springs at Pikes Peak, Champion of Heroes

John Meroski, CEO, Fayetteville Area CVB, Champion of Branding

Tiffany Wilms, Tourism Council of Frederick County, Champion of Destination Dedication

The Entire Team at Galveston Island CVB, Champions of Crisis Communication

Heather Kisabeth, Grapevine CVB, Champion of Tourism Development

Janet Korn and the marketing team, Grand Rapids/Kent County CVB, Champions of Cutting-Edge Marketing

Susan Thomas, Hilton Head Island VCB, Hilton Head Island – Bluffton Chamber of Commerce, Champion of Dodging Asteroids

Wanda Collier-Wilson, Jackson CVB, Champion of Destination Leadership

Jennifer Resendez, Kissimmee CVB, Champion of Creating Buzz

Cheryl Kilday, Loudon CVA, Champion of Destination Leadership

Ginny Gutierrez and Carolyn Keating, Greater Miami CVB, Champions of Stakeholder Communications

Chris Adams, Miles Media, Champion of Technology Outreach

Cheryl Jones, Orlando CVB. Champion for Travel Trade Education

Danielle Cohn & Paul Bencivengo, Philadelphia CVB, Champions of Relevancy

Rob Davidson, University of Westminster, London, Champion of International Tourism Development

Kristin McGrath, Providence Warwick CVB, Champion of Destination Revitalization

Julie Brakenbury, Greater Raleigh CVB, Champion of Red-Carpet Welcomes

Frances Schultschik, San Antonio CVB, Champion of Global Strategies

Team San Jose, Champion of Green Meetings

Ernie Heath, University of Pretoria, South Africa, Champion of Tourism Development & Education

Lauren Simon & Kelly Tope, Scottsdale, Arizona CVB, Champions of Green Innovation

Gage Lee, Frank's Diner, Spokane Regional CVB, Champion of Customer Service

Tammy Blount, Tacoma Regional CVB, Champion of Regional Cooperation

Tamra Scheid, Visit Topeka Inc., Champion of Community Visioning

Andrew Weir and Tom Griffin, Tourism Toronto, Champions of Giving Back

Nadine Carter & Tony Hill, USA TODAY, Champions of Building Editorial Relationships

Laura Wood Habr, Virginia Beach CVB, Champion of Destination Greening

Mayor Carl Brewer, Go Wichita, Champion of Destination Participation

Woodfield Chicago Northwest Convention Bureau, Champion of Community Outreach

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**Destination Marketing Association International (DMAI)
Announces 2009-10 Foundation Board of Trustees**

ATLANTA, GA (29 July 2009) – Destination Marketing Association International announced the incoming Destination & Travel Foundation Board of Trustees during the 95th Annual Convention, 28-30 July 2009, in Atlanta, Georgia.

The Destination & Travel Foundation, the consolidated entity of DMAI and U.S. Travel Association's respective foundations, welcomes nine additional seats nominated by the U.S. Travel Association as a result of the joining of forces. Trustees, who serve a three-year term, are dedicated to fulfilling the mission of the Foundation, which is to enhance and complement the destination management and travel industries through research, education, visioning and developing resources and partnerships for those efforts. Both the incoming and outgoing Destination & Travel Foundation Board of Trustees will be recognized at the 95th Annual Convention on 29 July 2009.

Incoming Foundation Officers:

- Karen Williams, Louisville CVB, KY USA (Chair)
- Timothy M. Schneider, Schneider Publishing Company, Inc., CA USA (Chair-Elect)
- Barry Biggar, CDME, Visit Fairfax, VA USA (Secretary/Treasurer)
- Steve Moore, Greater Phoenix CVB, AZ USA (Immediate Past-Chair)

Incoming Foundation Trustees:

- Robin Carson, Kingsmill Resort & Spa, VA USA
- Bruce Charendoff, Sabre Holdings, DC USA
- Craig Davis, CDME, VisitPittsburgh, PA USA
- Lisa Gregg, American Express, United Kingdom
- Rosemary McCormick, Shop America Alliance, LLC, MO USA
- J. Stephen Perry, New Orleans Metropolitan CVB, Inc., LA USA (DMAI, Chair-Elect)
- Will Seccombe, VISIT FLORIDA, FL USA
- Paul Serff, Texas Travel Industry Association, TX USA
- Robin Tauck, Tauck Tours, CT USA
- Peter Yesawich, Ypartnership, LLC, FL USA

Continuing Trustees:

- Roy T. Benear, Austin CVB, TX USA
- Robert V. Canton, PricewaterhouseCoopers, FL USA
- Patrick Moscaritolo, Greater Boston CVB, Inc., MA USA
- Doug Neilson, VISIT Milwaukee, WI USA
- David G. Peckinpaugh, CMP, HelmsBriscoe, CA USA
- Gary C. Sain, CTC, CHME, Orlando/Orange County CVB, Inc., FL USA
- Richard Scharf, VISIT DENVER, CO USA
- Gary Sherwin, CDME, Newport Beach CVB, CA USA

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Destination Marketing Industry Raises US\$3.54 Million for Destination Excellence Campaign

ATLANTA, GEORGIA - The Destination & Travel Foundation, formerly the Destination Marketing Association International (DMAI) Foundation announces the progress to their *Destination Excellence: Investing in the Future of Destination Marketing* campaign. Within the six months since its launch, the campaign has seen significant success, raising US\$3.54 million in pledges, 88% of its previously announced goal of US\$4 million.

The *Destination Excellence* campaign seeks to address the three most pressing issues facing member organizations as identified in the groundbreaking *Futures Study: The Future of Destination Marketing, Tradition, Transition, and Transformation*, published in 2008, which are: relevancy, technology, and social responsibility.

The current economic climate has created an immediate need for the campaign's relevancy component, which focuses on helping DMOs streamline communications with their city, state, and government officials. The Destination & Travel Foundation is already providing campaign deliverables including a study that revealed more than US\$63 billion in tourism-related infrastructure projects, promotion of DMO grass-roots efforts on Rally Day in support of National Travel & Tourism Week and a study currently in development with U.S. Travel Association that promotes the benefits of business travel.

"The Destination & Travel Foundation is committed to building a strong future for DMOs. Now, more than ever, we need to demonstrate the role DMOs play in bringing millions in visitor numbers, meeting revenue, and tax dollars to our communities," said Steve Moore, CEO of the Greater Phoenix CVB and 2008-2009 Destination & Travel Foundation Chair. "Our industry has come under attack like no other time that I can remember. The Destination & Travel Foundation is here to help us make it through - to be even stronger than we were before.

"The *Destination Excellence* campaign affords the DMO community the chance to make a quality investment in the future of our industry," stated Jim Duda, Foundation executive director. "The campaign deliverables - such as empowerMINT.com and leading research reports - will provide the necessary tools to illustrate the DMOs' contribution to the success and growth of their destinations."

The Foundation has a history of raising funds in challenging times and a track record of success. In 2001, in the wake of 9/11, the organization successfully raised more than US\$3 million. Over the last eight years, the organization has funded more than US\$2 million in grants including seed funding for the Destination Marketing Accreditation Program (DMAP), designed to ensure quality operations and benchmarks; creating scholarships for professional programs, education grants, and conducting the landmark, industry-wide *Futures Study* in 2001 and again in 2008.

The Destination & Travel Foundation, formerly the DMAI Foundation, is a combined effort between the US Travel Association and Destination Marketing Association International to enhance the destination marketing and travel professions through research, education, visioning and development of resources and partnerships for those efforts.

The Foundation is classified as a charitable organization, under Section 501 (c)(3) of the Internal Revenue Service Code of 1954. Donations to the Foundation are tax deductible as charitable contributions. Get updated information at www.destinationmarketing.org.

Destination Excellence donors include (as of 29 July):

Albuquerque Convention & Visitors Bureau, Inc.
Atlanta Convention & Visitors Bureau
Atlantic City Convention & Visitors Authority
Austin Convention & Visitors Bureau
Beaumont Convention & Visitors Bureau
Bloomington MN Convention & Visitors Bureau
Chicago Convention & Tourism Bureau
Durham Convention & Visitors Bureau
Exhibition Industry Foundation
Experience Colorado Springs at Pikes Peak
Go Wichita
Greater Boston Convention & Visitors Bureau Inc
Greater Des Moines Convention & Visitors Bureau
Greater Phoenix Convention & Visitors Bureau
Greater Raleigh Convention & Visitors Bureau
Hampton Convention & Visitors Bureau
Indianapolis Convention & Visitors Association
Kansas City Convention & Visitors Association
Las Cruces Convention & Visitors Bureau
Las Vegas Convention & Visitors Authority
Louisville Convention & Visitors Bureau
Memphis Convention & Visitors Bureau
Mobile Bay Convention & Visitors Bureau
Naples, Marco Island, Everglades Convention & Visitors Bureau
Nashville Convention & Visitors Bureau
New Orleans Metropolitan Convention & Visitors Bureau, Inc.
Newport Beach Conference & Visitors Bureau
Oklahoma City Convention & Visitors Bureau
Orlando/Orange County Convention & Visitors Bureau, Inc.
Passkey
Philadelphia Convention & Visitors Bureau
Plano TX Convention & Visitors Bureau
Pocono Mountains Visitors Bureau
Prince George's County Maryland Conference & Visitors Bureau
Providence Warwick Convention & Visitors Bureau
San Antonio Convention & Visitors Bureau
Sarasota Convention & Visitors Bureau
Schneider Publishing Company, Inc.
Spokane Regional Convention & Visitors Bureau
Team San Jose
U.S. Travel Association
Virginia Beach Convention & Visitors Bureau
Visit Charlotte
VISIT DENVER
Visit Fairfax
VISIT Milwaukee
Visit Topeka Inc.
Woodfield Chicago Northwest Convention Bureau

The Destination & Travel Foundation, formerly the DMAI Foundation, is a combined effort between the US Travel Association and Destination Marketing Association International to enhance the destination marketing and travel professions through research, education, visioning and development of resources and partnerships for those efforts. The Foundation is classified as a charitable organization, under Section 501 (c)(3) of the Internal Revenue Service Code of 1954. Donations to the Foundation are tax deductible as charitable contributions. Get updated information at www.destinationmarketing.org.

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Destination & Travel Foundation Announces Travel Channel as Industry Award Recipient

ATLANTA, GA (29 July 2009) – The Destination & Travel Foundation announced today that the Travel Channel will be the recipient of the 2010 Spirit of Hospitality Award. Karen Williams, 2009-2010 chair of the Destination & Travel Foundation and executive vice president of the Greater Louisville Convention & Visitors Bureau made the announcement at DMAI's 95th Annual Convention in Atlanta, Georgia.

"The Travel Channel was the first, and remains the only, television network dedicated solely to travel," said Williams. "With shows including *Samantha Brown's Great Weekends*, and *Anthony Bourdain: No Reservations*, the Travel Channel has made an immeasurable impact on travel and tourism."

A great friend to travel, the Travel Channel has a long history of supporting and working closely with the travel and tourism industries, providing production services and airtime through a variety of industry-wide partnerships. The Travel Channel is currently working with industry organizations to promote the Meetings Mean Business initiative, launched to assist in abating recent negative rhetoric towards business travel.

"Everyone at Travel Channel Media is honored to be recognized with the prestigious Destination and Travel Foundation's Spirit of Hospitality Award," said Patrick Younge, president and general manager, Travel Channel Media. "We share this award with all our partners in the travel industry. In addition to creating TV, online, and mobile content that entertains people's urge to explore, we are very proud to be an industry advocate. Together, we will continue to champion how travel impacts the lives of consumers everyday, and the important role the travel industry plays in driving both the U.S. economy and the global marketplace."

The Spirit of Hospitality Award will be formally awarded during the Destination & Travel Foundation's Annual Dinner and Dream Auction on 24 February 2010 in Washington, D.C. Additional past honorees include Anne Daly Heller, publisher and co-founder of *USAE*, Henry Givray, CEO of SmithBucklin Corporation; and Susan Sarfati, CAE, president and CEO of The Center For Association Leadership and executive vice president of ASAE.

For more information, visit www.destinationtravel.org.

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Destination Marketing
Accreditation Program

Accredited Destination Marketing Organizations
As of June 10, 2009

Alabama Gulf Coast CVB, Gulf Shores, AL USA
Albuquerque CVB, Albuquerque, NM USA
Atlanta CVB, Atlanta, GA USA
Atlantic City CVA, Atlantic City, NJ USA
Augusta CVB, Augusta, GA USA
Austin CVB, Austin, TX USA
Baltimore Area CVA, Baltimore, MD USA
Baton Rouge Area CVB, Baton Rouge, LA USA
The Beaches of Fort Myers & Sanibel, Fort Myers, FL USA
Beaches of South Walton, Santa Rosa Beach, FL USA
Bloomington/Monroe County CVB, Bloomington, IN USA
Boise CVB, Boise, ID USA
Bowling Green Area CVB, Bowling Green, KY USA
Butler County Visitors Bureau, West Chester, OH, USA
Chicago Southland CVB, Lansing, IL USA
Cobb County CVB, Atlanta, GA USA
Columbus CVB, Columbus, GA USA
Corvallis Tourism, Corvallis, OR USA
Daytona Beach Area CVB, Daytona Beach, FL USA
Destination DC, Washington, DC USA
Dublin CVB, Dublin, OH USA
Durham CVB, Durham, NC USA
Elkhart County CVB, Elkhart, IN USA
Experience Columbus, Columbus, OH USA
Fayetteville Area CVB, Fayetteville, NC USA
Frisco CVB, Frisco, TX USA
Go Wichita, Wichita, KS USA
Greater Des Moines CVB, Des Moines, IA USA
Greater Green Bay CVB, Green Bay, WI USA
Greater Greenville CVB, Greenville, SC USA
Greater Hartford CVB, Hartford, CT USA
Greater Lansing CVB, Lansing, MI USA
Greater Madison CVB, Madison, WI USA
Greater Miami CVB, Miami, FL USA
Greater Phoenix CVB, Phoenix, AZ USA
Hampton CVB, Hampton, VA USA
Harrison County CVB, Corydon, IN USA
Hilton Head Island-Bluffton Chamber of Commerce, Hilton
Head Island, SC USA
Hot Springs CVB, Hot Springs, AR USA
Indianapolis CVA, Indianapolis, IN USA
Kansas City CVA, Kansas City, MO USA
Knoxville Tourism & Sports Commission, Knoxville, TN
USA
Lafayette CVC, Lafayette, LA USA
Lake Charles/Southwest Louisiana CVB, Lake Charles,
LA USA
Lake Placid/Essex County CVB, Lake Placid, NY USA
LaPorte County CVB, Michigan City, IN USA
Las Cruces CVB, Las Cruces, NM USA
Las Vegas CVA, Las Vegas, NV USA
Lexington CVB, Lexington, KY USA
Lille Convention Bureau, Lille, France
Loudoun CVA, Leesburg, VA USA
Louisville CVB, Louisville, KY USA
Lynchburg Regional CVB, Lynchburg, VA USA
Meadowlands Liberty CVB, Rutherford, NJ USA
Meeting in Brugge – Congressbureau, Brugge, Belgium
Memphis CVB, Memphis, TN USA
Naples, Marco Island, Everglades CVB, Naples, FL USA
Newport Beach CVB, Newport Beach, CA USA
Norfolk CVB, Norfolk, VA USA
Orlando/Orange County CVB, Orlando, FL USA
Paducah CVB, Paducah, KY USA
Palm Beach County CVB, West Palm Beach, FL USA
Park City Chamber of Commerce & CVB, Park City, UT
USA
Pennsylvania Dutch CVB, Lancaster, PA USA
Philadelphia CVB, Philadelphia, PA USA
Pocono Mountains Visitors Bureau, Stroudsburg, PA USA
Positively Cleveland, Cleveland, OH USA
Providence Warwick CVB, Providence, RI USA
Puerto Rico Convention Bureau, San Juan, PR USA
Quad Cities CVB, Moline, IL USA
Richmond Metropolitan CVB, Richmond, VA USA
Rockford Area CVB, Rockford, IL USA
Rock Hill/York County CVB, Rock Hill, SC USA
St. Augustine, Ponte Vedra & The Beaches VCB, St.
Augustine, FL USA
San Diego CVB, San Diego, CA USA
South Shore CVA, Hammond, IN USA
Spokane Regional CVB, Spokane, WA USA
Springfield, MO CVB, Inc., Springfield, MO USA
Tourism Montreal, Quebec, Montreal Canada
Tourism Richmond, Richmond, BC Canada
Tourism Victoria, Victoria, BC Canada
Valley Forge CVB, Ltd., King of Prussia, PA USA
Vancouver Coast & Mountains Tourism Region, BC,
Canada
Virginia Beach CVB, Virginia Beach VA USA
Visit Charlotte - Charlotte, NC USA
VISIT DENVER, Denver, CO USA
VISIT Milwaukee, Milwaukee, WI USA
VisitPittsburgh, Pittsburgh, PA USA
Visit Rochester, Rochester, NY USA
Visit St. Petersburg/Clearwater Area, Clearwater, FL USA
Warren County CVB, Mason, OH USA
Woodfield Chicago Northwest CB, Schaumburg, IL USA
York County CVB, York, PA USA

Destination Marketing Association International (DMAI) is the world's largest resource for official destination marketing organizations (DMOs). With offices in North America and Europe, DMAI is dedicated to improving the effectiveness of professionals from nearly 650 destination marketing organizations in over 30 countries. DMAI's membership represents more than 2600 DMO professionals, students, educators, and industry vendors and partners. Providing cutting-edge educational resources, networking opportunities and marketing benefits, the association has worked to enhance the professionalism, effectiveness and image of DMOs since 1914. www.destinationmarketing.org

Destination Marketing Association International Board of Directors

Maura Allen Gast, FCDME

Maura is Executive Director of the Irving, Texas CVB and served as 2008-2009 DMAI Board Chair. She previously served on the DMAP Board and is a Past Chair of the Futures Study Task Force and Education Committee. She developed curriculum for DMAI's Program in Destination Management, and regularly facilitates DMAI courses. Maura currently represents DMOs as an APEX Commissioner, and is a member of MPI, PCMA and ASAE, as well as the Urban Land Institute, International Economic Development Council and the Dallas Advertising League, of which she is a former chair. She serves on the Boards of Directors for the Irving Salvation Army, Las Colinas Marketing Alliance, and the Greater Irving-Las Colinas Chamber of Commerce. She holds a B.A. in English-Communications Arts from St. Mary's University.

Dan Fenton

Recognized as one of the top 25 most influential people in the meetings industry by *Meeting News*, current DMAI Board Chair Daniel Fenton has earned a national reputation as a tourism innovator through his role as CEO of Team San Jose – a partnership between the arts, hotel, labor and business communities that runs the convention center and cultural facilities and provides renowned seamless “one team” event service for meeting planners. Over the past five years, the Team San Jose model has become a major economic driver in Silicon Valley, evolving into a US\$20 million company with more than 300 employees. Fenton's groundbreaking work in forging better relationships between DMOs and convention centers to better serve customers has received national attention, and was a subject in a recent DMAI White Paper. During his tenure as Chair Fenton is committed to pushing these issues to the national agenda.

Destination & Travel Foundation Board of Trustees

Steve Moore

Steve Moore is President & CEO of the Greater Phoenix, Arizona CVB, and served as the 2008-2009 Chair of the DMAI Foundation and also Chairs the current Destination Excellence campaign. He has been a member of DMAI since 1976. Moore came to Phoenix in March 2002, after serving 13 years as President/CEO of the San Antonio, Texas CVB. Prior to his tenure in San Antonio, Moore spent 14 years serving the Houston, Texas CVB in various capacities, including Executive Vice President. Steve is active in several professional organizations including PCMA, ASAE, USTA and MPI. Locally, Moore serves on the executive committees of the Arizona Tourism Alliance, Valley Hotel & Resort Association, Valley United Way, Arizona Super Bowl '14 Bid Committee and the Greater Phoenix Business Leadership Coalition. Steve is an alumni of the University of Houston.

Karen Williams

Karen Williams has been a leader in the hospitality industry for more than 29 years. Currently, she serves as Executive Vice President of the Louisville Convention & Visitors Bureau. Her direct reports include Convention Sales, Convention Services & Housing, Multicultural Sales and the Chicago and Washington, DC offices. Additionally, she plays a key role in assisting the President and CEO in pursuing initiatives that affect the long-term success of the industry locally, regionally, and nationally. Williams is a member of several local and national industry organizations. She has served on the national boards of MPI, DMAI and was an APEX Commissioner with the Convention Industry Council. Prior to joining the Louisville Bureau in 1989, Williams was Director of Corporate Sales for the Ritz-Carlton Hotel Company, based in the corporate offices in Atlanta. During her tenure in Atlanta, she served as President of the Hotel Sales Marketing Association and was Chairman of the Hotel Sales Marketing International Convention. She was selected as one of the top eight salespeople in Atlanta and was a nominee for the 1996 Women of Achievement Award.



Michael D. Gehrisch

President & CEO

During his nine years as President & CEO of Destination Marketing Association International (DMAI), Michael D. Gehrisch has reenergized and positioned DMAI as one of the world's leading hospitality associations.

With Michael at the helm, the association repositioned itself in 2005 as Destination Marketing Association International (previously the International Association of Convention and Visitor Bureaus), to enhance the relevancy and visibility of its members to individuals outside the industry. Michael led the industry's historic Destination Marketing Accreditation Program initiative, which established a consistent standard for destination marketing operations, and which has accredited nearly 100 DMOs around the globe.

Michael also guided the Destination & Travel Foundation (the consolidated entity of the DMAI and U.S. Travel Foundations) through two major fundraising efforts, 2001's *Destination Ahead* campaign, and the 2009 *Destination Excellence* campaign, raising over US\$6 million for vital destination marketing research and resources. His keen understanding of tools needed for DMO success led to the development of the groundbreaking *2008 Futures Study*, which revealed the relevancy, technology, and social responsibility as the most pressing issues facing the industry, and which the *Destination Excellence* campaign seeks to answer through innovative tools and resources.

Additionally, Mr. Gehrisch currently serves on boards for the Convention Industry Council, the U.S. Travel Association, and Chamber of Commerce Committee of 100, with previous service on the American Society of Association Executives Board of Directors. The proud recipient of the NYSAE Education & Research Foundation's 2007 Vision Award, Michael has been named one of the "25 Most Influential Travel Executives" by *Business Travel News* and one of *Tradeshaw Week's* "100 Most Influential People in the Tradeshaw Business" in 2006, and was ranked among the "Top 25 Most Influential People" in the meetings industry by *Meetings News* magazine in 2004.

Michael has more than 28 years experience in the hospitality industry, including working for 13 years as Executive Vice President for the American Hotel & Lodging Association (AH&LA) in Washington, DC. Earlier in his career, Gehrisch held management positions with Marriott and Hilton hotels.

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